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TITLE: METHOD FOR PURCHASING INSURANCE

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**ABSTRACT:**

**PROBLEM TO BE SOLVED:** To solve the problem that customers currently purchase insurance on unfavorable terms and conditions since an insurance amount of each insurance company does not make much difference even though prices-terms and conditions are different in each insurance company.

**SOLUTION:** A principal party is a group being a collective of companies or the like, a non-profit organization, a religious corporation, or each of various groups. The principal party widely and publicly seeks customers, who purchase insurance, by a communication means such as the Internet, mails, and telephones, and also, by a soliciting means such as newspapers, magazines, flyers, and word of mouth or the like from among the general public such as housewives, public servants, and self-employed business operators in order to increase the number of customers who purchase insurance. A negotiation on terms and conditions of insurance by increasing the number of the customers who purchase insurance is favorable from the standpoint of the customers. Consequently, it is possible to make an insurance company perform easing of various terms and conditions including a price discount.

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